

# Daria Sass, CSP0

## Product Manager, Web

Greenville, SC | +1 (843) 593-3918 | [osoblivetss@gmail.com](mailto:osoblivetss@gmail.com) | [LinkedIn](#)

## Experience

**Web Product Manager** | Sagepath Reply

Nov 2024 - May 2025 [Contract]

- Collaborated with clients to translate business needs into functional and technical **product requirements**; crafted clear **user stories** and detailed **acceptance criteria**.
- Shaped **product vision** by identifying technical constraints, and **potential blockers** early in the development process.
- Owned and managed the **Jira backlog**, continuously refining it based on **team velocity** and stakeholder feedback.
- Drove **Agile ceremonies** including backlog refinement, sprint planning, and daily standups.
- Collaborated with **cross-functional teams**—including UX/UI designers, developers and QA—to ensure alignment and seamless communication throughout the **Software Development Lifecycle (SDLC)**.

**Growth Web Producer** | Coursera

Jan 2023 - Jul 2024

- Partnered with Marketing and Design teams to deliver **high-impact web experiences** for campaigns and **product launches**—e.g., Global Skills Report (**1.7K MQLs**).
- Contributed to **sprint planning** by offering guidance on **UX, SEO** strategy, and web performance optimization.
- Drove **CRO** and **personalization** initiatives by identifying growth opportunities, designing and implementing **A/B tests**.
- Oversaw a seamless **CMS migration** from WordPress to **Contentful**—prioritized the backlog in **Jira**, collaborated with developers, and documented processes in **Confluence**.
- Built a scalable production workflow for a 15-member team, **reducing project turnaround time by 50%**.
- Led **localization** efforts by aligning stakeholders, managing timelines, and ensuring timely delivery of global content.
- Acted as the primary web point of contact for Coursera Enterprise, providing **CMS support** and building a reusable web **template library** to drive scalability and consistency.

**Senior Web Producer** | Buffalo Groupe Agency

Jan 2019 - Apr 2022

- Planned, prioritized, and executed **web strategies for 50+ clients**, aligning digital initiatives with **business goals**.
- Owned end-to-end management of client digital products—ensuring peak performance, consistent content updates, and CMS support across platforms including **WordPress, AEM, and Shopify**.
- Leveraged **web analytics** tools to monitor performance, generating reports to inform optimization decisions.
- Created **wireframes and mockups in Figma**, applying UX/UI best practices.
- Spearheaded the development of a unified project management workflow in Monday.com post-agency acquisition—**integrated 3 teams**, reduced operational friction, and **improved collaboration efficiency by 50%**.
- Contributed to digital marketing efforts by supporting the setup of **email funnels** and mapping customer journeys.

**Web Designer** | Doug Shorter Property Management

Jan 2018 - Nov 2018

**Marketing Manager** | Park Inn by Radisson

Oct 2013 - May 2015

## Toolkit

**CMS:** Wordpress, Contentful, Shopify, AEM

**Design:** Figma, Sketch, Illustrator, Photoshop

**Email, CRM:** Marketo, Mailchimp, Sharpspring, Hubspot

**Project Management:** Jira, Monday.com, Asana

**Analytics:** Google Analytics, Looker

**Misc:** Mutiny, Drift, Ceros

## Volunteering

**Regional Tech Lead, [Carolina Women in Tech](#)**

## Education & Professional Certificates

**Master's Degree, International Economics,** Ural State University of Economics

**Front End Web Development,** Trident Tech College

**UX/UI,** California Institute of Arts

**Agile Project Management,** Google Certificate

**Prompt Engineering for ChatGPT,** Vanderbilt

**SEO,** UC Davis

**Google Analytics,** Google Certificate